

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
STANDARD OPERATING PROCEDURE
JAN 1, 2008 THROUGH DEC 31, 2008

The Thomas Jefferson Awards Program recognizes military and civilian employee print and broadcast journalists for outstanding achievement in furthering the objectives of the Department of Defense Internal Information Program. It operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs. The program is named after Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

A list of program milestones is provided as Attachment 1.

I. Eligibility

A. Military units, military personnel, and Department of Defense civilian employees of radio and television stations, magazines, and Armed Forces newspapers published under Department of Defense Instruction 5120.4 are eligible to submit entries through their respective services. This includes the U.S. Coast Guard, the National Guard, and the Reserve. Stringers with no formal affiliation to the newspaper may only enter Print Media categories M and N.

B. Staff members of Unified Command publications may enter print categories E through L, S, and T, through their respective services. The command may enter its publication in category A, B, C, D, or Q through the service funding the publication.

C. Personnel assigned to the Stars and Stripes newspapers are not eligible to participate.

D. Government contractor employees are not authorized to compete in any individual or unit print or broadcast category.

E. Print and broadcast products produced with the assistance of government contractor employees may be eligible for the print publication and Web categories and the broadcast categories. To be eligible, DOD employees must perform the majority of the substantive work with respect to the design and content of the product. E.g., a civilian enterprise newspaper is produced at a local civilian newspaper under contract to the government. The newspaper may be eligible for the Thomas Jefferson Award competition if the majority of the design and content of that paper was produced by DOD employees. A memorandum certifying that the above conditions were met must accompany all civilian enterprise newspaper entries.

F. The following products are not eligible for the program: civilian enterprise guides and directories; yearbooks; cruise books; publications and productions funded by non-appropriated funds; and educational and training films.

G. Services must ensure entries meet eligibility criteria, DOD and service issuances (publications entered in any print categories must conform to DODI 5120.4 Department of Defense Newspapers, Magazines and Civilian Enterprise Publications). The parent military service will resolve discrepancies concerning eligibility. If necessary, DINFOS will make the final determination.

H. Entries for competition year 2008 must have been produced between Jan. 1, 2008 and Dec. 31, 2008. Each service must submit its entries as a single package, and must be received at DINFOS by March 15, 2009, for the 2008 calendar year competition.

II. Entries

A. Entries must be authorized products prepared for internal information purposes and produced, published and broadcast during the current program year.

B. All entries must contribute to Armed Forces internal information objectives and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DOD personnel and families succeed in their jobs and missions.

C. No individual may enter the Thomas Jefferson competition directly. Entries are the first place winners from each service's respective "media" competition: Army – Keith L. Ware; Navy – CHINFO Merit Awards; Air Force – Air Force Media Contest; Marines – USMC Combat Correspondents Association Distinguished Performance Awards; Coast Guard – JOC Alex Haley Award. DOD agencies that would like to participate can contact Ms. Lisa Hennessey at 301-677-4268 (DSN prefix 622) or via email at lisa.hennessey.ctr@dinfos.osd.mil.

D. Services may submit only one entry per category.

E. No single product may be entered in more than one category, except when entered in an individual category and as part of a submission for the Print or Broadcast Journalist of the Year, Outstanding New Writer, Outstanding New Broadcaster or the Command Information Campaign categories.

F. Broadcast Media categories:

1. Services have discretion on eligibility for their own competitions but generally will be limited to units, servicemembers and civilian employees assigned, employed or associated with that service. All entrants must submit all individual category entries to their respective service. All unit category entries must be submitted to the service funding unit.

2. Only one example of the product specified is required for all categories except M, N and O. Use a separate tape or other form of media for each category entered.

G. Print Media categories:

1. Entries in categories A through D and O must include both electronic (in pdf format) and hard copy versions of the complete publication. Entries in categories E through N, P, R and S must include electronic versions on a disk or compact disc in text (txt) files for stories, joint photographic experts group (jpeg) format for photographs/art/graphics and pdf files of the page on which they were published.

2. Electronic versions must be identical to hard copy products, with no further editing or embellishments applied after initial publication.

H. All entries must be accompanied by one completed Thomas Jefferson official entry form (attachment 4). Entries without an official entry form will be disqualified.

I. Entries will not be returned. All entries remain the property of the Department of Defense.

III. Categories and Entry Specifications

Print Media Categories

Category A: Metro Format Newspaper

Category B: Tabloid Format Newspaper

Category C: Magazine Format Publication (other than Flagship Publication, Category O)

Category D: Newsletter Format Publication

Specifications for categories A, B, C and D:

1. Enter two issues. Submit five copies of each issue (copies are sent to the three publication category judges for review prior to the official judging day). For the 2008 competition year, the mandatory issue date is 8 February 2008. If no issue was published on that date, enter the issue published immediately prior to 8 February 2008. The second issue may be any edition published during the program year. Electronic versions should be entered as pdf files on floppy or CD.

2. These categories must be entered as a unit entry.

3. Judges will not consider non-editorial differences in products, such as full color printing, paper stock weight, etc.

Category E: News Article

Category F: Feature Article

Category G: Commentary

Category H: Sports Article

Specifications for categories E, F, G and H:

1. Entries in these categories must be the work of an individual.

2. Submit a certificate of authenticity from the responsible public affairs officer for entries that were published without a byline.

3. Enter one example per category.

4. News article entries may be straight news or news features, but features should contain sufficient news elements to be competitive.

5. News and sports features are not eligible for the Feature Article category.

6. Sports article entries may include straight news sports stories or sports features, but features should contain sufficient news elements to be competitive.

Category I: Series.

Specifications for category I:

1. Entries must include two or more feature articles dealing with a common theme. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.
2. Entries must follow the same specifications as entries to categories E, F, G and H above.

Category J: Stand-Alone Photograph. Entries must be published, stand-alone photographs, with captions.

Category K: Photojournalism. Entries must include two or more photographs, captions and story by the same photojournalist. All elements will be judged. No elements may be entered in any other category.

Specifications for categories J and K:

1. Entries in these categories must be the work of an individual.
2. Submit one example. No originals.

Category L: Art/Graphics in Support of a Publication. Art that supports a story or a theme (includes cartoon art, infographics and photo illustrations). The art may be computer-generated or produced through traditional means, including drawing, painting or air brushing. A source and a by-line must appear as part of an infographic or photo illustration. The supported story must be submitted, but will not be judged.

Specifications for Category L:

1. Entries in this category must be the work of an individual.
2. Submit one example. No originals.

Category M: Contribution by Stringer (Writer). This award recognizes the single outstanding contribution in writing (as defined in categories E through I) by a stringer for a military publication.

Category N: Contribution by Stringer (Photographer). This award recognizes the single outstanding contribution in photography (as defined in categories J and K) by a stringer for a military publication.

Category O: Outstanding Flagship Publication. This award recognizes the overall excellence of the flagship publications at the military department level. It includes only the following publications: Marines, Soldiers, All Hands, Airman and Coast Guard.

Specifications for Category O:

1. Enter two issues. Submit five copies of each issue. For the 2008 competition year the first issue month is September or fall. If no issue was published during the month given, enter the issue published immediately prior to that month. The second issue may be any edition published during the program year. Electronic versions will be entered as pdf files on CD or DVD.
2. Electronic versions will be submitted as pdf files on CD or DVD.

Category P: Outstanding Flagship Writer. This award recognizes the outstanding writer for the military flagship publications designated in Category O.

Specification for Category P:

1. Entries must include three separate written articles published in the flagship publication during the program year.

Category Q: Outstanding Flagship Web site. This award recognizes the overall excellence of the official Web sites of the military departments. It includes only the following Web sites: www.army.mil, www.af.mil, www.marines.mil, www.navy.mil and www.uscg.mil.

Specifications for Category Q:

1. Content for the publication must be provided by DOD PA practitioners with overall management of the site/publication and release authority residing within the service.
2. The sites must conform to DOD and service internal information, security review and Web instructions and regulations.
3. The site must have been in existence for a minimum of three months during the program year, and must be updated on a regular schedule (for example, daily, weekly, etc.).
4. The site will be judged as it exists on the date the judging takes place.
5. Services must provide the publication URL and any necessary logon information.

Category R: Web-base publication. An Internet or intranet publication hosted on a military domain (.mil) that presents news and information to a primarily internal audience.

Specifications for Category R:

1. Content for the Web-based publication must be provided by DOD PA practitioners with overall management of the site/publication and release authority residing within the service. This includes major command (joint or service specific), installation and unit Web sites/publications.
2. The Web-based publications must conform to DOD and service internal information, security review and Web instructions and regulations.
3. The Web-based publication will be judged as it exists on the date the judging takes place.
4. Units must provide the Web-based publication URL and any necessary logon information.

Category S: Outstanding New Writer. This award recognizes uniformed personnel working in the print journalism community for less than two years as certified by the submitting service. Judging specifications will be the same as for category T.

Category T: Department of Defense Print Journalist of the Year. This award recognizes the journalist who exemplifies the highest standards of military print journalism as shown by writing across a spectrum of categories.

Specifications for Categories S and T:

1. The services may nominate one candidate per category.

2. Only individuals may be entered in these categories.
 3. A letter of nomination must accompany each entry. Nominations must include a one-page official biography of the individual and an official digital photograph for the Department of Defense Communicators of Excellence Awards Ceremony.
 4. Entries must include tear sheets with five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (E, F, G, H and I). For example, two sports articles, two news articles and a commentary.
 5. Submit a certificate of authenticity from the responsible PAO for articles that were published
- Category B: Radio Spot Production (Individual Category)
Specification for Category B:

Print Entry Forms

Official Thomas Jefferson entry forms must be used. Locally generated forms will not be accepted. **TJ entry forms must be typed and filled out completely.** Entries without completed forms will be disqualified.

Broadcast Media Categories

Category A: Radio Entertainment Program (Individual Category)

Specifications for Category A:

1. Entries must be a disc jockey program.
2. Entries may be a special or a regularly scheduled program.
3. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots, and non-local elements.
4. Entry may be 15 minutes or less in total length.

Category B: Radio Spot Production

1. Entries must be one spot of up to :30 seconds in length. Please identify your target audience

Category C: Radio News Report (Individual Category)

Specifications for Category C:

1. Story is event/mission oriented, would place at or near the top of the newscast.
2. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
3. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.
4. Do not include the anchor's lead-in/tag on the medium with the story.

Category D: Radio Feature Report (Individual Category)

Specification for Category D:

1. Story must be 5:00 minutes or less in length.
2. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
3. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
4. Do not include the anchor's lead-in/tag on the media with the story.

Category E: Radio Sports Report (Individual Category)

Specification for Category E:

1. Story is related to any sporting event with a military tie.
2. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
3. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet.
4. Do not include the anchor's lead-in/tag on the media with the story.

Category F: Radio Newscast (Unit Category)

Specification for Category F:

1. Telescope out all non-news elements and products not provided by a military source.

Category G: Radio Information Program (Unit Category)

Specifications for Category G:

1. This category includes Commander's/Captain's Calls, magazine programs and documentaries or features of 5:00 minutes or greater in length.
2. Commander's/Captain's Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program should be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end magazine program should be telescoped to include the open, anchor leads/tags, and close. Documentary and feature pieces must be limited to 30 minutes or less.
3. Telescope out all products not provided by a military source.

Category H: Television Information Program (Unit Category)

Specifications for Category H:

1. This category includes Commander's/Captain's Calls, magazine programs and documentaries or features of 5:00 minutes or greater in length.

2. Commander's/Captain's Calls and magazine programs must be limited to 15 minutes or less, representative of the program in its entirety. For example, a Commander's Call program should be telescoped to include the best contiguous elements from the host, main speaker and callers. A year-end program should be telescoped to include the open, anchor leads/tags, and close. Documentary and feature pieces must be limited to 30 minutes or less.

3. Telescope out all products not provided by a military source.

Category I: Television Spot Production (Individual Category)

Specification for Category I:

1. Entries must be one spot of to :30 seconds or less in length.

Category J: Television News Report (Individual Category)

Specifications for Category J:

1. Entries must be news story; event/mission oriented and would place at or near the top of the newscast.
2. Do not include the anchor's studio story lead-in/tag.
3. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.
5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category K: Television Feature Report (Individual Category)

Specifications for Category K:

1. Stories must be 5:00 minutes or less in length.
2. Do not include the anchor's studio story lead-in/tag.
3. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.
5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category L: Television Sports Report (Individual Category)

Specification for Category L:

1. Story is related to any sporting event with a military tie-in.
2. Do not include the anchor's studio story lead-in/tag.

3. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper.
4. If the lead-ins/tags are on a separate sheet, write the category, title, and name of the contributor on the sheet.
5. If story font information is not on the entry, include it on the lead-in/tag sheet.

Category M: Local Television Newscast (Unit Category)

Specification for Category M:

1. Must be targeted toward a local audience.
2. Telescope out all products not provided by a military source.
3. Newscast must be two minutes or more in length.

Category N: Regional Television Newscast (Unit Category)

Specifications for Category N:

1. Must be regional or network-wide in scope, and target a regional audience.
2. Telescope out all products not provided by a military source.
3. Newscast must be two minutes or more in length.

Category O: Television Newsbreak (Individual Category)

Specifications for Category O:

1. Must be a stand-alone programming element between 60 and 120 seconds in length.
2. Telescope out all product not provided by a military source.

Category P: Command Information Campaign (Unit Category)

Specifications for Category P:

1. Entries must consist of a 10 minutes or less of products in support of a specific local / regional command information campaign. Full service locations must send both radio and television products; radio-only locations need only send radio products.
2. Entries must include a two-page documentation package composed of:
 - a. A Background Paper that identifies the individual or organization that requested the campaign; identifies the campaign's internal information objective(s); identifies the target audience; summarizes actions taken to meet campaign objectives; and summarizes the campaign results. Papers must also include information on any other campaigns run in coordination with the station's campaign, such as those run by the installation PAO. The campaign start date, and if applicable the end date, must be included. An example is provided as attachment 2.

b. A Broadcast Products and Air History Sheet that includes both a list of the elements produced (spots, news stories, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary. An example is provided as attachment 3.

3. At least half of the campaign must have taken place during the program year, though it may have begun or ended during another year.

4. Each tape must include a run sheet with the title, length, and type of product (spot, news, promo, etc.) for each example on the tape. Attach the run sheet to the entry form. Audio and video entries should be submitted on a single tape or disc.

Category Q: Outstanding New Broadcaster (Individual Category). This award recognizes uniformed personnel working in broadcasting for less than two years as certified by the submitting service. Judging specifications will be the same as for category R.

Category R: Department of Defense Broadcast Journalist of the Year (Individual Category). This award recognizes the journalist whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

Specifications for Category Q and R:

1. Services may nominate one candidate working in a broadcasting position.
2. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.
3. A letter of nomination must accompany each entry. Nominations must include an official biography of the individual and an official digital photo to be used in a program printed for the Department of Defense Communicators of Excellence Awards Ceremony.
4. Entrants assigned to full-service outlets may enter radio and television products.
5. Total time for entries must be 15 minutes or less.
6. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
7. Entries must include a run sheet indicating the nominee's name (e.g., writer, producer, reporter, etc.), run time, first airdate, and location aired. Attach the run sheet to the entry form.

Category S: Outstanding Flagship Television Program (Unit Category)

Specifications for Category S:

1. This award recognizes the overall excellence of the flagship television programs at the Military Department level. It includes only the following television programs: Army Newswatch, Today's Air Force, and All Hand's Television. Use of commercial / contract production facilities is allowed as long as the military organization is responsible for 100 percent of the content and structure.
2. Entries must consist of two programs. For the 2008 calendar year competition one program must be aired in the required month, to be released via the DINFOS web-site,

(<http://www.dinfos.osd.mil/tjweb/index.html>) during the last calendar week of September 2007. The second program may be any program aired anytime during the program year.

IV. Packaging of Broadcast Entries

A. Broadcast Services guidelines:

1. Each broadcast service must submit its entries as a single package; FTP'd to arrive by March 16, 2009 for the 2008 calendar year competition.
2. Each broadcast service must enclose a transmittal letter with its submission. The letter must list each category and indicate the title of the entry for that category, the run time, and the organization that entered it. Services must write "no entry" next to any category for which they do not submit an entry. The transmittal letter must also identify the name, phone number and e-mail address of the broadcast service point of contact.
3. Broadcast services must submit one copy of the Thomas Jefferson entry form per entry. They also will ensure any additional paperwork for each entry submitted (i.e., font information, story leads, etc.) is included with the entry forms for that submission.
4. Enclose all entry forms and the letter of transmittal in a single folder to protect them in shipping. As an exception, a separate folder may be used for categories P, Q and R. Do not attach to, nor enclose entry forms with, the actual entry.

B. General Guidelines

1. Services may submit more than one entry on a particular medium.
2. All entries must be identified with a label on both the outer case and on the media. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:
 - a. entry category;
 - b. entry title;
 - c. run time;
 - d. submitting organization; and
 - e. primary contributor.
3. Audio media need only include the title, organization, and run time.
4. All category P, Q and R entry products should be included on one medium. Include an initial slug/slate only. Do NOT slug/slate between products on the media.
5. Music segments must be telescoped to 10 seconds or less.
6. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, and record company and synchronization rights.

C. Entry Form

1. Fill in all blanks on the entry form.
2. Circle the Service of the individual or submitting unit. Do not underline.

3. Type of award: Individual awards are for products created by a single person doing the **most** of the work. **DINFOS recognizes that individuals do not always produce, write, edit and publish alone. Still, the individual award categories will be for a single contributor.** Unit awards are for products created by more than one person **with no one person contributing the majority of the work.** Circle the award type.
4. Air Date: The airdate is the first date that the product was broadcast/cablecast to an internal audience. List at least the month and year of airing.
5. Location: List the location of the station that first aired the product to an internal audience. Include the station name and location (e.g., AFN Wurzburg, Wurzburg, Germany). If the program aired on a military web page, provide the web address and server location.
6. List the names of contributors exactly as they should appear on the award certificate or plaque. List the branch of Service of each contributor. **One name per line, list DSN and CMCL contact numbers; list email address for POC.**
7. List the Unit/Duty Station exactly as it should appear on the unit's award. It must appear on all entry forms.
8. Official Thomas Jefferson entry forms must be used. Locally generated forms will not be accepted. TJ entry forms must be typed and filled out completely. Entries without completed forms will be disqualified.

D. Audio Entries

1. Audio entries (except categories P, Q and R) can be submitted via email or on compact disc.
2. Compact discs may be created which either conform to the "Red Book" standard, or contain digital media files for software playback. Digital media files should be either .WAV (44,100 stereo / 22050 mono, 16 bit, Windows PCM) or .MP3 (not less than approximately 128 bps).
3. Each cassette or compact disc must have, in the following order:
 - a. audio slug (see paragraph IV.B.2);
 - b. two seconds of silence; and
 - c. the entry.
4. There must be three seconds of silence between each audio product for categories P, Q and R. Do not include any further slugs between examples.

E. Video Entries

1. All broadcast entries must be FTP'd to DINFOS. Please contact POC after 27 February for current information.

MSgt Dan Velez

Comm 301-677-3200 DSN 677

Email: velezd@dinfos.osd.mil

2. Video entries must be sent on either MiniDV, or DVD. Entries must have mixed audio tracks.
3. Media files sent on DVD±R must be saved using Quicktime and an Avid codec (DV) where possible. Quicktime's "Animation" preset is an acceptable alternative. Frame size should be kept at the broadcast standard 720 x 480.

4. Each tape or disc must have the following elements in order:
 - a. a video slate lasting 10 seconds (Stations without a character generator may use video of a piece of paper with the information printed or written legibly on it.);
 - b. five seconds of black;
 - c. the entry.
5. There must be three seconds of silence between each video product for categories P, Q and R. Do not include any further slates between examples.
6. Television News Report, Television Feature Report and Television Sports Report (categories J, K and L) entries should be “as aired” copies that include downstream fonts and graphics when possible.

V. Judging

- A. Services will judge their own entries and select the best entry in each category for submission to the DOD program.
- B. Services must forward entries for the Thomas Jefferson Awards Program to: Coordinator, Thomas Jefferson Awards Program, Defense Information School, 6500 Mapes Road, Fort Meade, Maryland 20755-5620. Please specify Print or Broadcast Media. To FTP their TJ Broadcast entries to the competition, please contact the competition coordinators at dinfostjbroadcastmail@dinfos.osd.mil for the FTP url, username and password.
- C. DINFOS will select at least three print and three broadcast judges for the Thomas Jefferson Awards Program. Non-DOD industry professionals from local and national organizations will conduct judging. Selection criteria for judges will be based on their professional experience in the communications field.
- D. All entries will be judged on professional excellence, originality and support of internal information themes and objectives.
- E. Broadcast judges will adhere to the following standards and use five criteria to select winning entries in all categories, except the Command Information Campaign, Outstanding New Broadcaster and Broadcast Journalist of the Year categories, which have a sixth criterion: criteria:
 1. Internal Information/Value to Viewer: Does the information apply to the audience? Is the message important for the audience to hear?
 2. Script/Message Effectiveness: Is it well written? Is the message clear?
 3. Technical Quality: Are the video, audio, levels, lighting and editing well done?
 4. Voice/Diction/Camera Presence: How well do the announcers or newscasters interpret the script and clearly enunciate? How well do the announcers present themselves?
 5. Creativity: Is the presentation original? How effectively do the various elements work together?
 6. Diversity (categories M, N and O): Does the nominated individual have the ability to perform well in all aspects of broadcasting, such as writing, editing, announcing, producing and directing? Does Command Information Campaign submission include a variety of products for the campaign?
- F. Print judges will use several criteria to select winning entries in the 20 print categories:

1. Categories A, B, C, D, O, Q and R
 - a. Content
 - b. Professional excellence
 - c. Support of internal information objectives
 - d. Design
 - e. Overall value to reader
2. Categories E, F, G, H, I, M, P, S and T
 - a. Lead
 - b. Transitions
 - c. Body
 - d. Conclusion
 - e. Mechanics (grammar, etc.)
 - f. Overall value to reader
3. Categories J, K and N
 - a. Composition
 - b. Impact
 - c. Story telling
 - d. Caption/cutline
4. Category L
 - a. Composition/design
 - b. Impact
 - c. Story telling
 - d. Caption/cutline

VI. Awards

- A. Awards may be made in 20 print and 19 broadcast categories.
- B. No award will be made if the judges deem that no entry meets program standards.
- C. There are two types of awards: individual and unit.
- D. Individual winners will receive plaques and certificates of achievement. Winners of Print Media Category T (Print Journalist of the Year) and Broadcast Media Category O (Broadcast Journalist of the Year) will each receive a bust of Thomas Jefferson.
- E. DINFOS will present the awards to the Department of Defense Print and Broadcast Journalists of the Year at the Department of Defense Communicators of Excellence Awards Ceremony. DINFOS will sponsor the attendance of the Print and Broadcast Journalists of the Year to include TDY costs.
- F. Unit awards are used to recognize a production effort involving more than one contributor.
- G. A plaque will be awarded to a unit that wins a category. Certificates of Achievement will be awarded to the individual contributors.
- H. There is no arbitrary limit to the number of individuals who may be listed as contributors to a unit entry. However, the services should limit the submission to those who significantly contributed to the product being entered in the competition.

I. Only first place winners will be selected. If the judges deem that more than one entry meets the highest standards of production, execution and professional excellence, they may award more than one first place award or honorable mentions in that category.

VII. After Action

DINFOS will:

- A. Prepare all certificates, plaques and Thomas Jefferson busts and forward those not presented at the **May/June** ceremony to **the individuals' service POC for distribution**.
- B. Judges' comments and summary remarks will be posted at the DINFOS Web site for use and dissemination.

**Target Dates: 2008 Thomas Jefferson Awards
Program Year (Jan. 1 - Dec. 31, 2008)**

2008	
Dec 31	Program year ends
2009	
Jan	DINFOS selects judges
16 Mar	Deadline for submission of service entries
6 - 10 Apr	Entries judged
13 - 17 Apr	DINFOS announces winners
20 – 24 Apr	Program feedback/judges comments posted online
xxxxx	Department of Defense Communicators of Excellence Award Ceremony

BACKGROUND PAPER

CATEGORY L: COMMAND INFORMATION CAMPAIGN **(Name of Command Information Campaign)** **(Submitting Unit)**

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during the program year.)

CAMPAIGN RESULTS: (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

**BROADCAST PRODUCTS AND AIR HISTORY
FOR
(Name of Command Information Campaign)**

(Identify all broadcast products used in support of the campaign and provide its air history summary.)

EXAMPLE:

3 - 30 second radio spots 3/day - week 1
3 - 30 second radio spots 3/day - week 2
3 - 30 second radio spots 3/day - week 1-3
6 - TV news stories 2/week
3 - 1 hour live radio phone-in shows 1/week
etc.

**DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form
(TYPED FORM ONLY ACCEPTED)
(MAY ALSO BE FTP'd)**

SERVICE SUBMITTING ENTRY: (Circle One) USA USN USAF USMC USCG

MEDIUM: (Circle One) PRINT BROADCAST

TYPE OF AWARD: (Circle One) UNIT INDIVIDUAL

CATEGORY: _____

CATEGORY TITLE: _____

ENTRY TITLE: _____

AIR DATE: _____ LOCATION _____

UNIT POC: Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), E-mail Address, DSN and Commercial Phone Numbers, and Commander's name. (List in column form)

SUBMITTING UNIT: Unit Name and complete Mailing Address, DSN & Commercial Phone #s and Fax #s (Please spell out acronyms)

Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by rank, name and branch of service.

PLAQUE SHOULD BE ISSUED TO:

CONTRIBUTORS: (Please attach sheet if more room is needed for contributors)

UNIT

DUTY SECTION:

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Supervisor’s Signature and Signature Block:

